



3622
JFw

Attorney's Docket No. 04704P005
Confirmation No.: 3558

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Scott Faber, et al.

Application No.: 09/808,475

Filed: March 13, 2001

For: AN APPARATUS AND METHOD FOR
RECRUITING, COMMUNICATING
WITH, AND PAYING PARTICIPANTS
OF INTERACTIVE ADVERTISING

Examiner: Lastra, Daniel

Art Unit: 3622

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 or PTO/SB/08 together with copies of the documents cited on that form, except for copies not required to be submitted (e.g., copies of U.S. patents and U.S. published patent applications need not be enclosed). It is respectfully requested that the cited documents be considered and that the enclosed copy of Information Disclosure Citation Form PTO-1449 or PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to MS: Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on January 31, 2005
(Date of Deposit)

Dianne Neathery

(Typed or printed name of person mailing correspondence)

Dianne Neathery
(Signature of person mailing correspondence)

1/31/05

Appl. No.: 09/808,475
Filing Date: 3/13/2001

- 1/2 -

LJV/cak (10/27/04)
Atty. Docket: 04704P005

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):


- ☐ 37 C.F.R. §1.97(b).
- ☒ 37 C.F.R. §1.97(c). If so, then enclosed with this Information Disclosure Statement is one of the following:
- ☐ A statement pursuant to 37 C.F.R. §1.97(e) or
- ☒ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).
- ☐ 37 C.F.R. §1.97(d). If so, then enclosed with this Information Disclosure Statement are the following:
- (1) A statement pursuant to 37 C.F.R. §1.97(e); and
 - (2) A check for \$180.00 for the fee under 37 C.F.R. §1.17(p) for submission of the Information Disclosure Statement.

If there are any additional charges, please charge Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: January 31, 2005



Van N. Nguyen
Reg. No. 55,851

12400 Wilshire Blvd.
Seventh Floor
Los Angeles, CA 90025
(408) 720-8300

Substitute for Form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Complete if Known

| | |
|------------------------|---------------------|
| Application Number | 09/808,475 |
| Filing Date | March 13, 2001 |
| First Named Inventor: | Scott Faber, et al. |
| Art Unit | 3622 |
| Examiner Name | Lastra, Daniel |
| Attorney Docket Number | 04704P005 |

 Sheet **1** of **4**
U.S. PATENT DOCUMENTS

| Examiner Initials* | Cite No. ¹ | Document Number | | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
|--------------------|-----------------------|--|--------------|--------------------------------|--|--|
| | | Number-Kind Code ² (If known) | | | | |
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 Examiner
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SENT FEES OR COMPLETED FORMS TO THIS ADDRESS.

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| Art Unit | 3622 |
| Examiner Name | Lastra, Daniel |
| Attorney Docket Number | 04704P005 |

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| Examiner Signature | | Date Considered | |
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| Sheet | 3 | of | 4 | | |

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| | | | | Art Unit | 3622 |
| Examiner Name | Lastra, Daniel | | | | |
| Sheet | 4 | of | 4 | Attorney Docket Number | 04704P005 |

NON PATENT LITERATURE DOCUMENTS

| Examiner Initials* | Cite No ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published | T ² |
|--------------------|----------------------|--|----------------|
| | | Keen.com, Inc. v. InfoRocket.com, Inc., Preliminary Injunction Hearing, pp. 286-289 (January 8, 2002) | |
| | | Keen.com, Inc. v. InfoRocket.com, Inc., Complaint For Patent Infringement, Trade Dress Infringement and Unfair Competition; Demand for Jury Trial filed August 31, 2001, pp. 1-8 plus 17 pgs. Of attachments. | |
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